

Gospel Tide Broadcasting Association

Administrative Assistant for Communications & Promotion

POSITION SUMMARY:

The Administrative Assistant for Communications & Promotion plays a primary role in raising awareness and encouraging engagement with The Gospel Tide Broadcasting Association. The Administrative Assistant for Communications & Promotion reports to the Executive Director.

QUALIFICATIONS:

- Personal testimony of salvation and ongoing relationship with Jesus Christ.
- Demonstrates concern for the growth and outreach of the ministry.
- Must embrace the mission of The Gospel Tide Broadcasting Association.
- Evidence of being in agreement with the ministry purposes and goals.
- Affirms the Gospel Tide Broadcasting Association Statement of Faith.
- Strong writing skills with the ability to provide written material for publications.
- Proof-reading and editing capability.
- Knowledge and experience in internet communications and social networking.
- Possess the skills to recruit, work with and motivate volunteers.
- Ability to adapt and learn new trends.
- Be organized and exhibit “follow through” on tasks and goals.
- Display a positive attitude, show concern for people and community, demonstrate presence, self-confidence, common sense and good listening ability.
- Self-starter, able to organize and lead projects without direct supervision
- Comfortable with minor public speaking engagements

Duties and Responsibilities

- **Promotion**
 - Lead and oversee The Tide Ambassador Program
 - Research and recruit potential candidates to build an expanding network of people willing to serve as Congregational Ambassadors.
 - Maintain a Congregational Ambassador membership list
 - Act as Liaison for Congregational Ambassadors
 - Be the primary point of contact for Congregational Ambassadors
 - Work with the Director to provide adequate resources and information for Congregational Ambassadors to be able to promote The Tide in their churches
 - Coordinate special fundraising activities (Auxiliary nut sales etc.)
 - Participate in planning and coordination of special events hosted by The Tide (Banquets, Golf Events, Concerts Etc.)
 - Competently represent The Tide at outside events
 - Be available to attend and represent The Tide at Missions Festivals & Fairs, Conferences, Promotional Events, Church events, Etc. as needed
 - Act as a resource person for all parties seeking more information on The Tide ministry
 - Assist in the creation and promotion of generation specific awareness campaigns to engage people in different age groups
 - Work with the Director to involve college students and young adults through internships and mission service
 - Build relationships with youth through events and activities
 - Develop children’s projects for Sunday Schools, VBS and club programs.

- **Communications**
 - Build & maintain a plan of action for internet communications
 - Website, Blog, Social Networking sites
 - Develop and maintain The Tide presence on social media sites and further engage people who interact with The Tide through these sites
 - Produce and distribute weekly ministry updates and periodic prayer bulletins via email and post the same information on The Tide web site and blog.
 - Assist in production of written communications
 - Newsletters, brochures, prayer guides, Anniversary letter, Christmas letter, Easter letter
 - Organize mailings and lead Mailing Volunteers
 - Work with the Office Administrator and Assistant Director - Development to integrate communication and promotion activities with donor acquisition and care procedures
- **Office Assistant Duties** (as needed)
 - With appropriate training and orientation act as a standby to the Office Administrator
 - Entering Contributions into Donor Database
 - Retrieve and send mail
 - Make bank deposits
 - Answer phone lines

SALARY/BENEFITS:

Competitive/commensurate with experience and other qualifications.

APPLICATION:

E-mail resume to Don Shenk (donshenk@thetide.org) at The Gospel Tide Broadcasting Association